

Message Text

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PAGE 01 STATE 216033

61

ORIGIN SMI-01

INFO OCT-01 NEA-10 ISO-00 CU-04 IO-10 EB-07 AID-05 COME-00

USIA-15 /053 R

DRAFTED BY SMI:OIP:RTCONROY:PBK

APPROVED BY NEA/PAB:GJONES

SMI:SITES:EHARAKAL

CU/NEA:MARIAN TIPTON (DRAFT)

----- 060358

R 111400Z SEP 75

FM SECSTATE WASHDC

TO AMEMBASSY ISLAMABAD

UNCLAS STATE 216033

E.O. 11652: N/A

TAGS: BEXP, SCUL, UNDP,PK

SUBJECT:SMITHSONIAN PARTICIPATION IN UNDP SPONSORED

- PAKISTANI CRAFTS EXHIBITION

REF: ISLAMABAD 8126

1. SMITHSONIAN INSTITUTION TRAVELING EXHIBITION SERVICE (SITES) PROVIDES A PUBLIC SERVICE TO EDUCATIONAL, SCIENTIFIC, CULTURAL, AND ON OCCASION COMMERCIAL INSTITUTIONS THROUGH ORGANIZATION AND ADMINISTRATION OF EXHIBITIONS FOR TOUR IN THE UNITED STATES. PRINCIPAL RESOURCES OF SITES PRESENTLY DIRECTED TOWARD SPECIAL BICENTENNIAL PROGRAMMING INCLUDING AMERICAN REVOLUTION BICENTENNIAL ADMINISTRATION SPONSORED PROGRAM, INTERNATIONAL SALUTE 'TO THE STATES' WHICH ASSISTS FOREIGN COUNTRIES IN THE CIRCULATION OF EXHIBITIONS THROUGHOUT THE UNITED STATES IN COMMEMORATION OF THE AMERICAN BICENTENNIAL. POSSIBILITY EXISTS THAT EXHIBITION DESCRIBED REFTEL MIGHT BE DESIGNED TO COME WITHIN SCOPE OF INTERNATIONAL SALUTE TO THE STATES PROGRAM AND THUS BE CIRCULATED BY SITES IN UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 216033

1976. OTHERWISE, SITES COULD NOT TAKE ON SUCH AN EXHIBI-

TION BEFORE LATE 1977 OR 1978.

2. SITES NOT ABLE ASSUME FUNCTION OF COMMERCIAL PROMOTION. USE OF SITES SERVICE FOR EVALUATION OF FUTURE SALES POTENTIAL MIGHT BE POSSIBILITY PROVIDING EXHIBITION MATERIAL MEETS QUALITY STANDARDS OF CURATORIAL REVIEW. EXACT ARRANGEMENTS BEST LEFT TO NEGOTIATION BETWEEN SMITHSONIAN AND UNDP, HOWEVER UNDP MAY BE ADVISED THAT SITES WOULD REQUIRE THAT DESIGN, PRODUCTION, AND PACKING OF EXHIBITION MATERIALS IN PAKISTAN CONFORM TO SITES SPECIFICATION IN ORDER MAINTAIN EXHIBITION QUALITY AND EFFICIENT HANDLING DURING TOUR. PHOTOGRAPHIC PANELS AND CATALOGUE ILLUSTRATING SUCH THINGS AS FOLK TRADITIONS IN PRODUCTION AND USE OF CRAFTS WOULD BE CONSIDERED HIGHLY DESIRABLE BY SMITHSONIAN AS ENHANCING ACCEPTANCE OF EXHIBITION BY MUSEUMS WHICH WOULD GIVE PRESTIGIOUS EXPOSURE TO PAKISTANI CRAFTS.

3. UNDP SHOULD BE ADVISED APPROACH SITES DIRECTLY ATTENTION EILEEN HAKAL. ADDRESS: SITES, SMITHSONIAN INSTITUTION, WASHINGTON, D. C. 20560 OR TELEPHONE AREA CODE 202, NUMBER 381-6631. HAKAL VISITING NEW YORK IN OCTOBER AND WOULD BE HAPPY TO DISCUSS PROJECT WITH UNDP THERE IF UNDP PAKISTAN CONSIDERS IT USEFUL AND COULD PROVIDE SMITHSONIAN WITH NAME OF APPROPRIATE PERSON. KISSINGER

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Message Attributes

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Disposition Date: 01 JAN 1960
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Disposition History: n/a
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